

**February
1957**



Thin Shells...

Imaginative designers in the field of structural engineering have shown again that concrete is a wonderfully versatile material. Its use in thin shells offers apparently limitless opportunity for new architectural forms and new structural efficiency . . .





Let's Produce The Genius

Last November T. Trip Russell held a 42nd FAA Convention audience spellbound by his moving introduction of Henry S. Churchill, FAIA. His words were not recorded; but so many requests for them have been voiced, that their author has consented to allow their publication here.

By T. TRIP RUSSELL, AIA

The profession of Architecture is as old as history. Among the works of man all things perish in time, but it is Architecture that remains longest and tells us the most of the civilizations that have passed. Painting is destroyed, poetry is lost, philosophy is no longer remembered. But even in the desert the vestiges of building are not wholly eradicated.

When the great library at Alexandria went up in flames, most of the accumulated knowledge of the then-known world went with it. Generations to come sought in the ruins of the buildings a key to the civilizations already centuries gone. The haughty pride of Egypt, the cold logic of Greece, the somewhat tawdry commercial splendor of Rome, the mystic fervor of medieval Europe are all intoned in the buildings that survive.

So it must someday be with us.

The students of the history of Architecture know that inspiration has not burned with a steady flame through the ages that have passed. Brief periods of intense activity, during which an almost incredible number of worthy monuments are built, are followed by periods of relative sterility. Like most things, an architectural age is born, struggles to reach maturity, has a brief full flowering and a long period of slow decline.

Those who look more closely see that this pattern has most often taken place over a period of approximately four hundred years. Thus, no man sees the beginning and the end—and

genius, to reach its pinnacle, must be born at the right time.

Such a period began in the twelfth century and again in the sixteenth century. Both followed periods of great social change and burgeoning new vigor. They ran parallel courses differing only in detail.

The first fifty years was a period of experiment, of groping for new forms expressive of the inspiration of the age. The architects were sure of their ground, but fearful of the impact of new conceptions on a world steeped in tradition. Thus, early twelfth century Gothic was weighted with the unknown trappings of the Romanesque; and the Cathedral of Florence arose encased in Gothic detail. It was a period of daring experiments and rapid retreats, but at the end the world stood ready to accept the new Architecture as its highest artistic expression.

Within the next hundred years, the masterpieces of the age were built. Clean above the Romanesque village rose the majestic vaults of Chartres, a few hundred years later the great dome of St. Peter's put the final capstone on Renaissance Rome. It was a short period for so much grandeur. And what came later in either age never quite came up to these towers of inspiration.

Instead, in each period, architects became obsessed with detail, more intricate and complex, with impossible variations on a simple problem,

with art for art's sake, and the tortuous by-paths of striving for effect. Thus, the lacy flamboyant front of Tours excites curiosity, but fails to move one and the curling scrolls in spun sugar in the Italian Baroque evoke admiration for craftsmanship, but little for taste.

Later, there is a reaction from too much ingenuity and an attempt to return to the purity of the golden age. The results are buildings of cold perfection, stripped, it is true, of the excesses of the immediate past, but also stripped of a certain warmth that comes from freshness of inspiration. The archaeological exhibitions of the past century are cases in point.

All this discussion of the past leads us to one inescapable conclusion—that we today stand on the threshold of one of the great ages of Architecture. The fifty years that have preceded have been formative years. The experiments have been impressive. But the Gothic mastery of the Woolworth building, the classic abstractions of the Delaware River Bridge are testimonials that the Architect was not quite sure of himself.

The public no longer expects us to cloak our inspiration in garments of the past. We are free of the shackles that have bound it. Probably we have not yet produced a masterpiece in our age, but also probably within one lifetime one of those masterpieces that live for centuries will arise. Never has the challenge been greater. Let us produce the genius.

The Florida Architect

VOLUME 7

FEBRUARY, 1957

NUMBER 2

F.A.A. OFFICERS — 1957



President

Edgar S. Wortman
1122 North Dixie
Lake Worth

Secretary

H. Samuel Knudt
Member of
Commerce Bldg.
Miami



Treasurer

M. T. Emmenger
1267 E. Las
Olas Blvd.
Fort Lauderdale



VICE-PRESIDENTS

William B. Harvard . . . General Florida
Franklin J. Bunch . . . North Florida
John Sauton . . . South Florida

DIRECTORS

Immediate Past President
G. Clinton Gamble
Brevard County . William F. Bigsby, Jr.
John M. Evans
Daytona Beach . . . Francis R. Walton
Florida Central . Ernest T. H. Brown, II
Robert H. Leviann
Fla. North . Turpin C. Bannister, FAIA
Sanford W. Goin, FAIA
Florida North Central . Forrest R. Coates
Florida South . . . James E. Garland
Irving E. Harvey
Vernor Johnson
Jacksonville . . . Taylor Hardwick
Ivan H. Smith
Mid-Florida Bill Higgins
Florida Northwest . William S. Merritt
Palm Beach Harold A. Obot
Charles E. Demers

EXECUTIVE SECRETARY

Roger W. Sherman
7225 S. W. 32nd Court, Miami 43
Phone: MObayk 7-0421

CONTENTS

Let's Produce The Genius	2nd Cover
By T. Trip Russell	
Letters	2
New Architect Stamp	2
As Others See Us	7
By Charles L. Farria	
St. Petersburg Architects' Show	7
The Nature of Thin Shells	8
By Don A. Halperin	
Organizing the Large Chapter Area	18
By Roland W. Sellsie	
Architect-Contractor Cooperation	14
1957 FAA Board Holds First Meeting	17
News and Notes	18
Advertisers' Index	22
Producers' Council Program	24
Editorial — <i>Captains in Confusion</i>	3rd Cover

THE COVER

The nature of thin concrete shells permits use of such shells in a wide range of structural forms and provides the architect with a virtually unlimited field of design application. Here a rhythmic series of shells forms the roof of a walkway of a high school in Dearborn, Mich., for which Eberle Smith was architect and Alfred Zuegg was the associated engineer. . . . Other thin-shell applications are illustrated beginning on page 8.

PUBLICATION COMMITTEE — H. Samuel Knudt, Chairman, G. Clinton Gamble, T. Trip Russell, Editor — Roger W. Sherman

The FLORIDA ARCHITECT is the Official Journal of the Florida Association of Architects of the American Institute of Architects. It is owned and operated by the Florida Association of Architects Inc. a Florida Corporation not for profit, and is published monthly under the authority and direction of the F.A.A. Publication Committee at 7225 S. W. 32nd Court, Miami 43, Florida. Telephone MObayk 7-0421. . . . Correspondence and editorial contributions are welcomed; but publication cannot be guaranteed and all copy is subject to approval by the Publication Committee. Opinions expressed by contributors are not necessarily those of the Publication Committee or the Florida Association of Architects. Editorial contents may be freely reprinted by other official A.I.A. publications, provided credit is accorded The FLORIDA ARCHITECT and the author. . . . Advertisements of products, materials and services adaptable for use in Florida are welcomed; but mention of names, or illustrations of such materials and products, in either editorial or advertising columns does not constitute endorsement by the Publication Committee of The Florida Association of Architects. . . . Address of communications to the Editor, 7225 S. W. 32nd Court, Miami 43, Florida.

Lam-O-Tile

the new vinyl
covering for
any wall...

Anywhere



DECORATIVE...

Fifteen unique patterns—fabrics, woods, sprigs of grasses, strands of glitter—in basic color backgrounds. A palette that gives free rein to imaginative design.

VERSATILE...

Patterns are locked in 10-inch squares of plastic that's easily applied with a buttery mastic to almost any interior surface—as plaster, wood, brick, cement, metal.

SERVICEABLE...

Lam-O-Tile's rigid vinyl sheets won't shrink, fade or peel. Resistance is excellent to grease and oil, household stains, corrosive acids or alkalis. So upkeep is easy—and it won't support combustion.

ARMOR-FLEX PRODUCTS

WHOLESALE FACTORY DISTRIBUTORS

Phone JA 2-3204

2111 S. Andrews Ave., Ft. Lauderdale, Fla.

WE HAVE THE LARGEST STOCK OF LAM-O-TILE IN THE SOUTH (SEE LISTING PAGE 100)

2

Letters

IDENTIFICATION

Gentlemen:

Allow me to congratulate you on the recent issue of *The Florida Architect* which covered the Convention at Miami Beach, as well as the doings of the various Chapters. Among these and other things, I was interested in seeing the picture of the FAA Convention held in St. Petersburg 10 years ago. For your information and that of FRANKLIN BURCH, the person numbered 18 as unidentified, is JOHN W. VICKERY, now deceased, who shared an office with HENRY DUFFORT back in the early 1920's. Mr. Vickery, for years, was a member emeritus of the Florida Central Chapter.

I wish I could also identify number 7, but I do not recall him.

ELLIOTT B. HAMMERS,
St. Petersburg, Florida

Gentlemen:

Congratulations on another fine issue of *The Florida Architect*!

With reference to the 1946 Convention group picture, No. 7 is WILLIAM BLOCKER, now working in Washington, D. C., and No. 18 is the late JOHN VICKERY, former Member Emeritus of the Florida Central Chapter.

JACOB MCCARTHY, JR.,
South, McClellan and Hamilton
Clearwater, Florida

Ed. Note—Reference is to the picture of 25 FAA members who made up the FAA's 32nd Annual Convention. The print was contributed from

files of Franklin S. Burch, Jacksonville, and was published on page 4 of the January issue.

COOPERATION

Gentlemen:

We want to thank you for the publication in your January issue of a photograph of our stained-glass panel for the Palma Cova Baptist Church of Tampa. We feel greatly honored by the citation given us by the 13rd FAA Convention at Miami last November.

The opportunity offered us to show our work as an integral part of the plans presented by PINJANA BOWEN and WARREN is the result of close cooperation between the initiative of the architects and the creativeness of the artist. In our view, this is a very important fact that we would like to have recorded in the pages of *The Florida Architect*. This merging of the minds will result in the best expression of the ideas of the architect and the interpretation of the artist.

JOSE D. MYERS,
Jose D. Myers Associates,
Tampa, Florida

NEW SERVICE

Gentlemen:

In discussing some of the problems of employment and placement for architectural graduates, the students suggested that perhaps *The Florida Architect* (Continued on Page 3)

New Stamp for AIA Centennial...

You'll be using a lot of this picture this year. It's the approved design of the 3-cent stamp being issued in honor of the architects of America to commemorate the 100th Anniversary of the AIA. Postmaster General Arthur E. Summerfield announced last month that the new stamp—the color of which has not yet been released, but which was designed by Robert J. Schultz, of South Bend, Ind.—would go on sale in New York on February 23. His announcement said that the printing of 120,000,000 of the stamps had been authorized. Collectors desiring first-day cancellations of the 3-cent Architects stamp may send addressed envelopes, together with money order to cover the cost of stamps to be



affixed, to the Postmaster, New York 1, New York. An enclosure of medium weight should be placed in each envelope and the flap either turned in or sealed. The outside envelope to the Postmaster should be endorsed "First Day Covers."

THE FLORIDA ARCHITECT

Hollostone

PRECAST CONCRETE



Fourteen-unit apartment building for S. W. S., Inc., which incorporates Hollostone precast floors, roof and stairs. H. J. Garner, builder.

Permanence ---

This brand new apartment building with its Hollostone floors and roof will be virtually as new fifty years from now as it is today. Precast concrete does not rust, melt or rot . . . it **STAYS** put.

HOLLOSTONE CO. OF MIAMI, OPA-LOCKA, FLORIDA

P.O. DRAWER 1480
PHONE, MU 8-3526



Modern INTERCOM

for any need in
any type of building

Fine performance is the result of fine equipment, expertly engineered in systems properly laid out and installed . . . Intercoms by DuKane meet every fine-quality specification. They provide complete flexibility in use. They're designed for high and constant efficiency. They're made for long, dependable and trouble-free service.

Executive intercom networks . . . private telephone systems . . . two-way audio-visual installations — these modern communication facilities are adaptable to any design condition. For consultation on their specification, call Bruce Equipment, whose service is backed by ten years of field experience with all types of electronic sound equipment.

**Authorized
engineering distributors for**

DUKANE PRODUCTS

Ask for A.I.A. File No. 31-1-31



**BRUCE
EQUIPMENT CO.**

24 N.W. 36 St. Miami 37

Telephone FR 3-7496

Letters

(Continued from Page 3)

Architect might carry employment notices as a service to both the students and the practitioners.

P. M. TORRACA,

Acting Head,
Department of Architecture,
U/F College of Architecture
and Fine Arts

EDITOR'S NOTE—As an Official Journal, The Florida Architect is published to serve all interests of FFA membership. Thus, its columns may be used to carry, without charge, notices from any member of any Florida AIA Chapter, including the Student Associate Chapter, for "Positions Open" and "Positions Wanted." Classified notices from other sources, if accepted for publication, will be subject to regular advertising rates.

FAEC MEETING

Gentlemen:

At the recent FAEC Board meeting the directors selected a date and place for the annual convention and trade show. In order to provide Florida Architect readers the advance notice they appreciate receiving on conventions, will you kindly arrange to carry a suitable notice embodying the following news?

"The Board of Directors of the Florida Association of Electrical Contractors announced, after their recent Board meeting, that the annual FAEC Convention and 5th Electrical Trade Show will be held this year at the Seawall Hotel in St. Petersburg on October 16, 17, 18 and 19th. Space is being provided for 72 booths this year. Looks like FAEC is out to make this the biggest and best electrical show yet."

Thanks for your cooperation.

STANLEY NOWAL

DIRECTOR, FAEC Public Relations,
Orlando, Florida

HOUSE PROBLEM

Gentlemen:

A magazine called "The Home of the Month" is being distributed in Florida. It contains sketches and descriptions of houses and offers blueprints, specification outlines and material lists of these houses at very low cost. In a recent issue, the sketches were done by a firm of Detroit archi-

tecs listed as members of the AIA.

Why should the Michigan Chapter supply plans to Florida people who might become our clients? Evidently the Michigan architects have developed some sort of small house service which is filling an important public demand.

Is there an opportunity for the FFA to do something like this? Would it not be possible for each AIA Chapter in Florida to develop three complete sets of small house plans for distribution through the FFA Executive Secretary's office? This could serve to further our public relations if sketches of these houses could be regularly published in local papers throughout the State.

I would like to know how others feel about this idea—and if some progress could be developed in the Chapters toward putting the idea into operation.

JACK W. ZIMMER,

FL. Licensure

EDITOR'S NOTE—A story on what other AIA Chapters and Regions have done and are doing to solve the perennial "small house problem" is planned for a future issue of The Florida Architect. In the meantime, correspondence and suggestions from readers are invited.

REFERENCE ISSUE FOR NEXT MONTH

The March issue of The Florida Architect will be devoted largely to a reporting of the various committee appointments of all ten of Florida's AIA Chapters. Insofar as possible committee listings will include committee personnel as well as names and addresses of chairmen. Personnel and addresses of FFA Standing and Special Committees will also be listed. . . . This reference data was originally scheduled for publication in the February issue, but committee appointments of all Chapters had not been completed in time to make this possible. . . . It is hoped that in the future all committee information will be available to make possible its publication in February as a yearly reference manual.

Mrs. Florida used to say...



ANY KIND OF
HOUSE HEATING
WILL DO

Now she says...

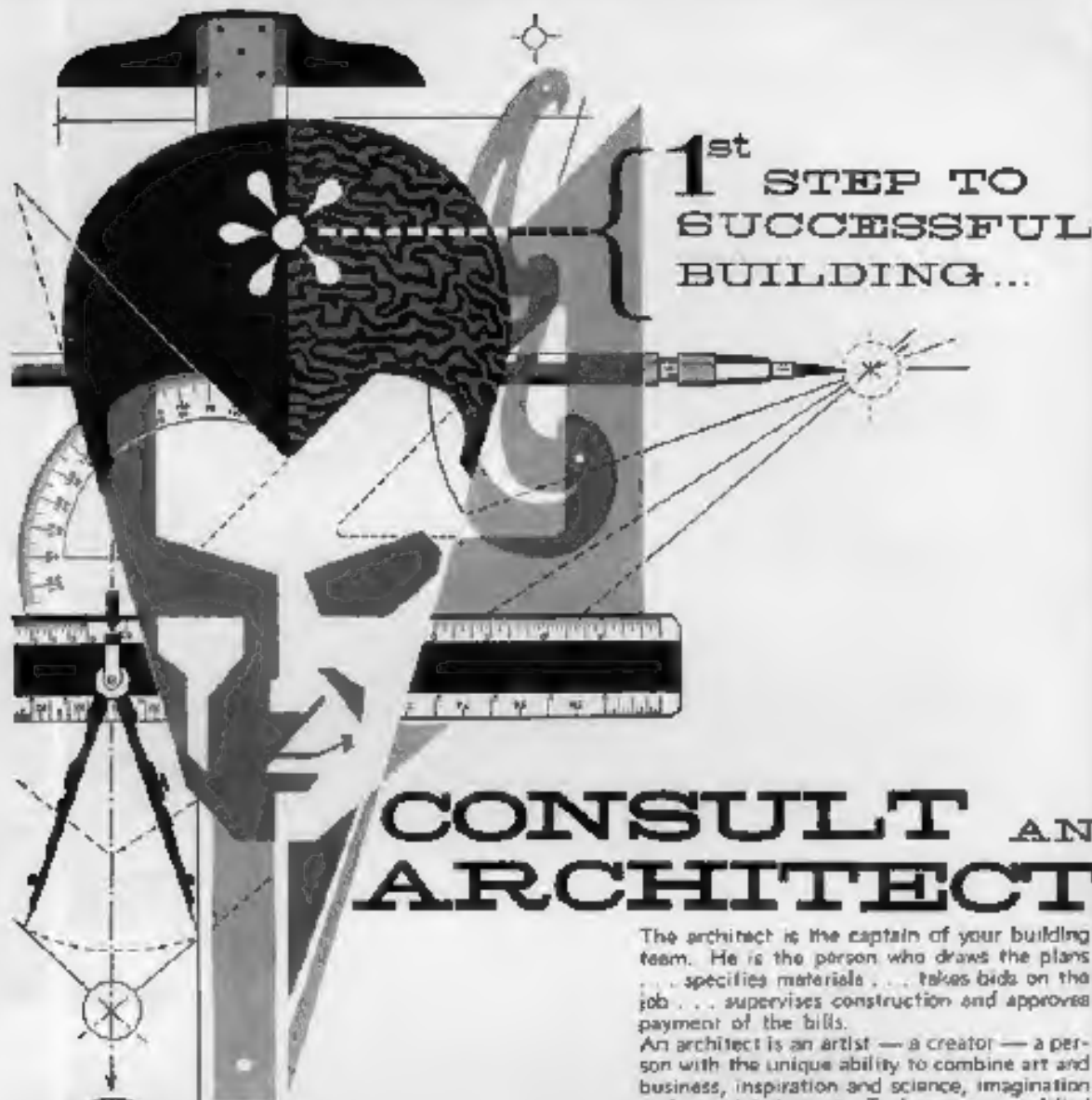
I WANT
FLAME TYPE
HOUSE HEATING
IN MY HOME!

Floridians have discovered that built-in heating means built-in comfort. And Mr. and Mrs. Florida want built-in economy, too. That's one of the reasons they're giving a landslide vote to inexpensive flame type equipment today. But another big reason is even more important: Only flame type combustion heaters can flood a house instantly with positive, circulating warm air heat. So when you include a low-cost flame-type "Florida furnace" in the floor, wall, or closet of a new home, you're building-in a welcome bonus of modern comfort, maximum economy, and long term customer satisfaction.

You are cordially invited to take full advantage of our consulting service.

FLORIDA **HOME**  **HEATING** INSTITUTE

INCORPORATED
7827 S.W. Eighth Street, Miami, Florida



**1st STEP TO
SUCCESSFUL
BUILDING...**

CONSULT AN ARCHITECT

The architect is the captain of your building team. He is the person who draws the plans . . . specifies materials . . . takes bids on the job . . . supervises construction and approves payment of the bills.

An architect is an artist — a creator — a person with the unique ability to combine art and business, inspiration and science, imagination and sound judgment. To become a qualified architect calls for 10 or more years of intensive study and apprenticeship, and licensing by the state in which he practices. All this is to prove an ability to solve whatever type building problem you may have.

Building a home, or any other structure, is one of the biggest investments most people make in a lifetime. To protect that investment, consult a professional . . . an architect. He is your guide to greatest value for your building dollar.

R. H. Wright & Son is proud of its friendship with the architectural profession in this area. As a leading producer of concrete and concrete products, we constantly strive to produce the materials and render the services the architect requires for sound, successful building.



PRESTRESSED CONCRETE INSTITUTE

Member



**POMPANO HIGHLANDS DANIA
FORT LAUDERDALE**

Prestressed Concrete . Transit Mixed Concrete . Sand Plaster . Mortar . Stucco

As Others See Us . . .

Criticism is sometimes quite as good for the soul as traditional confession. Particularly that's true when the criticism is constructive and is offered by an individual whose outlook and experience makes it practical as well. Recently, members of the St. Louis, Mo., Chapter, AIA, were on the receiving end of such a critical commentary—the burden of which applies quite as forcefully to Florida architects.

The occasion was a review of ways in which architects can help in community planning. The criticism was voiced by CHARLES L. FARRIS, executive director of the St. Louis Housing Authority and Land Clearance Commission. His statement—the major part of which follows—was made at the request of ARTHUR SCHWARTZ, AIA, vice-chairman of the St. Louis Plan Commission.

In general, architects seem to consider planners as something of a necessary evil. They view the city planning agencies as groups through which subdivision plots must be processed and, perhaps more commonly, as groups which fail to understand the merits of specific proposals for the development of a building site. The architect, it seems, has failed to recognize that specific design unrelated to the social and economic base of a community is as ineffective as architectural design which is unrelated to the people for whom a structure is erected to serve, or to the site on which it is to be constructed.

There is an apparent tendency for the architect to look down upon the city planners, particularly city planners without an architectural background. This, I suspect, is a by-product of the training received in the architectural school.

What I have said thus far has been critical and negative. I would like to offer some suggestions as to where I believe the architect can exert a very positive support to community planning.

First of all, I believe architects should get on speaking terms with the city planning agencies, the redevelopment agencies and neighborhood co-

(Continued on Page 22)



Shown setting up displays for the St. Petersburg Society of Architects two-week design show are, left to right, William B. Harvard, general chairman, Blanchard S. Jolly, and Glenn Q. Johnson. Above is a general view of the exhibit held in the St. Petersburg Art Club.



Architects' Show Draws 1800

Members of the St. Petersburg Society of Architects may have chalked up a record as the first professional organization to take formal notice of the AIA's centennial year. The group developed a design show of local architects' work which opened December 30 and ran through January 12.

The show opened at the St. Petersburg Art Club on Sunday, December 30, with a reception attended by 400. Average daily attendance was about 100. Press coverage was good. General purpose of the show was to explain most recent trends in architecture and to emphasize the importance to the public of good design.

To handle the affair, which it is

hoped may become a yearly event in St. Petersburg, President HOWARD ALEXANDER appointed WILLIAM B. HARVARD as general chairman. Working with Harvard were: BURTON SMITH, chairman of the reception committee, and GLENN Q. JOHNSON, chairman of the display committee. Johnson was assisted by B. E. JOLLY, ROBERT L. AZAROV and JAMES Y. BRUGER.

Harvard credits the success of the two-week exhibition partly to the fact that the opening event was well-publicized. A thousand invitations were mailed prior to the opening reception which was an open house sponsored by the Art Club. Architects and their wives held open house on the following Sunday.

The Nature of THIN SHELLS

By DON A. HALPERIN

Assistant Professor, U.F. College of Architecture and Fine Arts



The thin-shell covering of the Kresge Auditorium for Massachusetts Institute of Technology at Cambridge, Mass. has ground support at only three points which are about 175 feet apart. Cost of the dome was about 10 percent of the building. Architect was Eric Sapirova, FAIA; consulting engineers, Aronson and Whitney.

In the recent past great interest has been evidenced in new ways of architectural expression, which inherently implies novel methods of construction, and better solutions to the problem of structural design. We have also seen the growth of the one-story building, both in size and in popularity, and with it, the demand for large, clear, uncluttered space. One of the excellent solutions proposed to satisfy the desire for clear spaces without concern for upper-story construction has been the shell. Probably it would be employed far more often than it is were it not for the fact that many designers refuse to use a shell form (and rightly so) until they have the clear understanding of what they fear to be highly complex structural principles.

Actually, although a rigorous mathematical treatment of these curved forms does get into high-order differential equations, a comprehension of their structural behavior is not too difficult. It would seem that to an architect, and actually to a competent engineer, the latter is the more important aspect; so it is the one we shall discuss here and leave the details of analysis to others.

Let us concern ourselves primarily with the singly-curved form, that is, a form such that no matter where we



tage a true section we will always get the same simple curve—circle, parabola, elliptic or whatever—with the same geometry—same height, same width, same center or axis of symmetry. The doubly curved shell follows the same principles of behavior as a thin, curved wall under uniform loading. But it is doubtful whether the additional labor required in their construction makes doubly curved shells feasible in any other situation. Doubly curved shells will probably always be used in one situation.

A single-curved shell can be thought of as a living beam, spanning from end support to end support, with a curved cross section. Note that it does not have vault action and is not supported along its edges, but is carried at its ends usually along typical cross section. In this respect it is nothing more than the ultimate expression of a folded plate, which came into existence through a logical outgrowth of interaction between nature, physics, and human technique. Satisfaction in this is the problem of internal stability. In the employment of material upward, "the shell takes natural support of its parts to the limit, whereas the shell provides what the great human engineer Nature has learned "form resistance." It achieves its strength because every particle acts with every

other particle in action in every direction and purpose, so that the shape, rather than the material, determines its strength.

Nature has the clue to understanding strength through form. Copiers find the draped cable of a suspension bridge. To get a better form with uniformly distributed load, we say it that the cable assumes pure tension, no compression, no bending. Now imagine that the cable is moved into its shape and flip it upside down into an arch form. It would now be in pure compression, no tension, no bending. Extend this form sideways, perpendicular to the plane of the curve, and we have a shell which spans in the direction we have established.

In proving strength of the shell form can be simply demonstrated. Hold a sheet of stationary at one edge and it will flap because the paper has no strength as a cantilever beam. Now use the same sheet as one fixed with the thumb depressing the paper between the first two fingers so that it assumes a curved shape. Now use the first and second thumb some material, which has very little inherent strength, has become "this is the nature of form resistance."

But the shell, unfortunately, is not not used in large at

The Temple Bath Shalom at Miami Beach employs multiple supports for its thin-shell roof and indicates how such shells may be successfully constructed by subordinated shells. Perceval Goodenow was the architect. Herbert A. Mathias, civil and structural engineer. Engineering architect. Engineers were Goodenow and Whitney. All photos courtesy of Portland Cement Association, Chicago.



Airport Building, St. Louis. Mo. employs interacting shells 4 ft inches thick throughout. Architects were Hellmuth, Obatake and Kassabaum; the structural engineer, William G. Becker.

dig at the plan of a shell. The continuous support of the end, offset by the arch ribs or end stiffener where columns are employed at the corners, seems to make for a stiffness at its crown, and for longer shells the length is measured between supports can be entirely missing for quite any distance. This lack of restraint, coupled with the beam action, leaves the center portion relatively "soft" so that intermediate rib stiffeners might have to be provided. They must be thickest at the crown, but could taper to nothing at the edges.

Having considered the form, we might ask "what material is best?" There is no final answer to this question. Plywood has been used on short spans (about 40 shells) that is available in Porto Rico, etc. The French have successfully employed corrugated steel on some long curved shells. However, the plasticity of the shape seems to lend itself best to concrete especially for a series of shells where the forms would permit multiple use or movable falsework.

Whichever material is used, certain disadvantages are yet to be overcome. When the curve gets steep topped its ridges, tar and gravel will not do for a roofing, and a satisfactory cheap solution is yet to be found. Where concrete is the prime consideration it will be necessary to provide some additional reinforcement, since the smooth curved form of the shell is terrible in this respect. In fact, in one European example, the answer to this vexing problem was another interior rippled shell (in this country we would undoubtedly have used plaster).

The advantages, though, are indoubtable. As many engineers have pointed out, effects of lighting are greatly enhanced by the curved ceiling. There is also a great reserve of strength which permits almost infinite punctures for sky lights, and also permits ingenious plans of heating. Many have known when they employed a shell fixed in the corner of a border which was even 1 in. deep, with an impossibility with any other system of bridge construction. We might also cite the possibilities of cantilevering. But above all, it should be the architectural considerations of aesthetic appeal which are our governing criteria. The grace, the variety, the richness of a building form of space are possible only through the elegant employment of thin shells.

FEBRUARY 1957



Windows and Custom Window Walls

COMPLETE UNIT — SPEEDY INSTALLATION

OUTER SKIN

Pattern Aluminum
Porcelain
Asbestos
Stainless Steel
Plastic Sheet
Etc.

CORE

Insulate
Celotex
Styrofoam
Fiberglas
Rubberite
Etc.

INNER SKIN

Aluminum
Plastic
Plywood
Hardboard
Sheetrock
Etc.

IN YOUR LOCALITY CALL

Pensacola
Tallahassee
Jacksonville
Daytona Beach

S. L. Davis
Al Yates
Geo. Griffin
Bob Gull
Milton

Orlando
Ocala
Tampa
Palm Beach
Ed Henderson

Call Joe
Van Allen
Doug L. Haynes
Ed Kader

Florida Sales
Representative

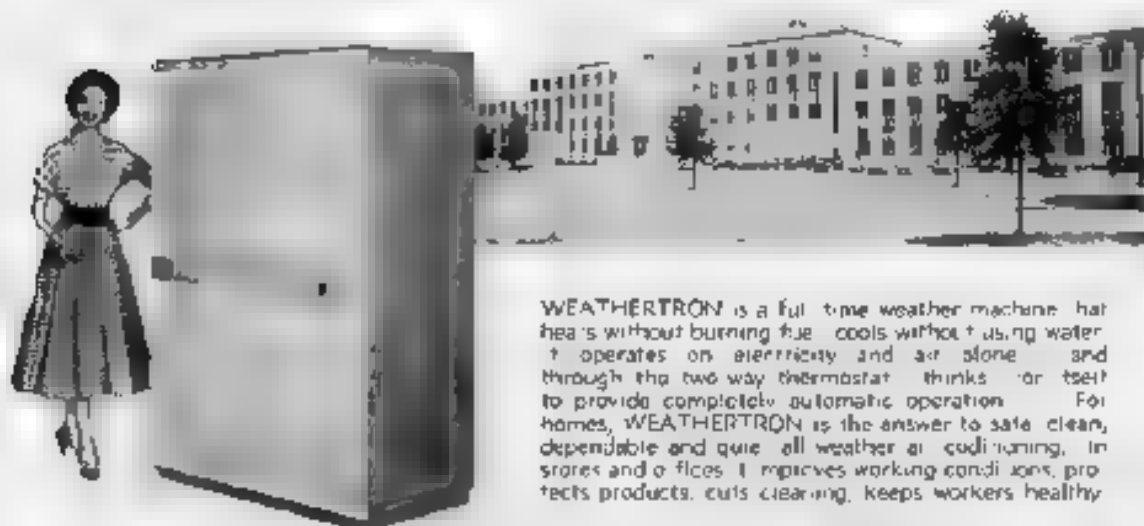
Swain's Company Window Walls 325 BR
Windows 174 BR

GEORGE C. GRIFFIN

P. O. Box 5151
Jacksonville, Fla.

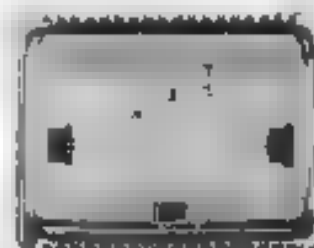
Factory—BROWN & GRIST, INC., Warrenton, Virginia

perfect indoor weather . . . for homes, stores, offices



WEATHERTRON is a full-time weather machine that heats without burning fuel, cools without using water, and operates on electricity and air alone — and through the two-way thermostat, thinks for itself to provide completely automatic operation. For homes, WEATHERTRON is the answer to safe, clean, dependable and quiet all-weather air conditioning. In stores and offices, it improves working conditions, protects products, cuts cleaning, keeps workers healthy.

WEATHERTRON is General Electric's air source heat pump — a fully automatic all-electric unit that uses a single mechanism for both heating and cooling. It's NOT just another combination of conventional fuel-burning furnace and air conditioner. WEATHERTRON does away with the need for such usual parts of a conventional system as fuel storage tanks, cooling towers, piping. It needs only air ducts, electric wiring and a small drain for condensation — for full-time, all-season operation.



This is the two-way thermostat that practically thinks for itself!

For perfect indoor weather in any type of interior, all you need do is simply set the desired temperature for heating and cooling. The Weathertron remembers it — and the thermostat turns the unit on and off automatically to maintain desired temperature range.

Exclusive Wholesale Distributors in Florida

North, Central and West Florida
GENERAL ELECTRIC COMPANY
Air Conditioning Division, Sales Dept.
900 Orange Avenue, Winter Park, Florida
Telephone: 4-7760 and 4-7771

Southeast Florida
THE FLORIDA GENERAL SUPPLY CORP.
3370 Fleming Way
Miami, Florida
Telephone: TUxide 1-5561



WEATHERTRON

The General Electric All Electric Heat Pump

THE FLORIDA ARCHITECT

Organizing the Large Chapter Area

By ROLAND W. SELLEW, AIA

SMALLER AREA GROUPS

The membership of Florida Central Chapter is currently drawn from fourteen counties, all of them fairly large in area, and including Charlotte and Lee Counties—recent maps to the contrary notwithstanding. This expansive covers the several principal centers of St. Petersburg, Tampa, Sarasota, Lakeland, Clearwater and Fort Myers. Bradenton is omitted, only in that this is the combined area covered by the activities of the Sarasota-Bradenton Association of Architects, Inc., as will be elaborated upon. Each of the municipalities mentioned contribute to the membership of Florida Central in approximate ratio to the population of each.

In spite of distances of at least 50 miles north and south and over 100 miles east and west attendance at quarterly meetings about to become bimonthly has been exceptionally good. In part this attendance performance, as evidenced by a 75 per cent attendance at the convention in Miami Beach, has been due to a great improvement in Chapter meeting quality. It is also contributed to by the development of a few new associations.

All the recent formation of associations of the Clearwater and Lakeland areas are presently active as recently local groups holding regular meetings in St. Petersburg, Tampa, Lakeland and Sarasota-Bradenton, a total of five potential supporters of the work of the Chapter. The Sarasota-Bradenton Association of Architects has recently been reorganized.

These several local associations are not basically all alike in their make-up or membership requirements. The St. Petersburg club may be at one end of the scale as strictly an AIA members are admitted, and Sarasota-Bradenton at the other, which is open to all registered architects resident and doing business in Sarasota and Manatee Counties but provided that the members must adhere to a prescribed code of ethics, copy verbatim verbatim from the AIA code, and must keep up-to-date in their dues and assessments. In spite of a rather rigidly enforced code and rules

which does together with assess on it there are but a very few eligible who are not members in good standing the total membership is thriving.

Active and in membership in a municipality where there are few registered architects is a natural affiliation into a club or association is of great potential value to the AIA. In fact, having a membership picture also that such local groups while observing reasonably strict ethics codes, should not be too discriminatory in membership requirements. It is the time and place of a member as well as a minimum ethical standards and a full open membership organization. Each of these is the part of membership of the AIA.

An active and not too selective local group, as a function as a leader for the Chapter in stimulating interest in AIA activities and with a widespread Chapter men, can be far more effective in the future than a few less active ones. The Lakeland-Sarasota-Bradenton Association of Architects is currently engaged in the work of a public relations counsel and has just completed a two weeks turning of work of local architects

Whereas newspaper articles as to interests and architectural subjects have been conspicuous by their absence in the past, such has not always been the case. Newspaper coverage of the activities of individual architects, of the local group and of the AIA, has been greatly enhanced.

It was the purpose of the local group to give its specific aid and support to a local effort to make a group contribution to an important item of County-wide importance. It was hoped, and with every expectation of success that public participation in a contribution to the future will be immeasurably improved. It might be added that this group has faced the problem of the size of the contribution in the form of an assessment to cover this publication program cost for the next three months (trial period).

Through the aid of local groups Florida Central Chapter will automatically benefit. Through them the Chapter can do much more effectively into all of the municipalities in which it can possibly help to do in any other manner. As the membership of the Chapter grows a further increase will make feasible the further division as in the case of the split-off of the St. Petersburg Chapter into a separate vehicle which can logically become full-fledged Chapter.



Officers of the Florida Central Chapter for 1957 are, seated, left to right: A. Wayne Howell, vice-president; Roland W. Sellew, president; Jack McCondon, treasurer. Standing, left, is Sidney E. Williamson, secretary.

What does SERVICE Mean... TO YOU?

A T-4 C-1000 is the most popular
radiator properly installed. That's the reason.
And you have the right

But with Satchwell you get more than just
a radiator. You get a service.

It means that you can get the best
service in the industry. Satchwell
has a reputation for being the best
in the industry. And you know it.

But you can't get the best service
unless you have the right
radiator. Satchwell has the right
radiator for you.

There's good organization, too.
That means your work is
done right. Satchwell has
the right organization for you.

At Satchwell, it can mean the same
for you. You'll see us again. You
will too.

SATCHWELL



**ELECTRIC
CONSTRUCTION
COMPANY, INC.**

2022 Old St. Augustine Rd., Jacksonville
P.O. Box 3771, Phone 26-6431

Architect-Contractor Cooperation

Joint discussions can clear the air of misunderstandings, pave the way for smoother, more efficient working relationships

Inter-industry discussions toward the end of smoothing differences and solving mutual problems are valuable to all concerned. One took place recently at a meeting of the West Virginia Chapter, AIA. It started on a note of understanding between member architects and contractor groups. The result, as reported in "Chapter Clunker," offered publication of the West Virginia Chapter contains suggestions that might well be taken to heart by both groups of building professionals in Florida.

The contractors opened the first round by asking, "What is there more and more tendency to award separate contracts for mechanical work, rather than to include them with general work?" Architects answered by saying that separate contracts gave a lower overall cost due to the tax structure of tax-on-tax. Also, it gave bet-

ter supervision and the selection of qualified subs.

The contractors conceded the point of tax-on-tax, but pointed out that separate contracts tend to delay the completion date—and that they should have control over sub-contractors. Their recommendation that if architects want separate contracts, there be set up either a fixed fee or a percentage for supervision and coordination by the general contractor. This would enable the general contractor to move all work in the same progression. As it is now the general contractor is asked to coordinate the job with no authority left.

The conclusion by both groups was that one contract gives a better total, but that the problem might be not having better-qualified super visors run both offices.

Next question was by the architects: "Should sub-bids be made to a bid depository to eliminate delay of price to the general contractor—and also the shopping of bids?" Contractors agreed that shopping of bids

is definitely a problem, but more of an individual problem of ethics and morals. The bid depository idea is being used with some degree of success, but there is still the stumbling block of competition forcing the use of a low price from a bidder who is not quite as qualified as a slightly higher bidder.

A visible solution to these problems. But if the architect were stricter in his supervision, it would force the general contractor to do more of the work now being sublet. As a result, less work would be produced. This again brought up the problem of better-qualified supervisors from both offices.

The architects asked the question, "How can continuity of contractor's superintendent be assured for duration of the project?" The reply pointed out that contractors have a hard time men leaving one job for another. Also, the size of the project often dictates the shifting of men for a better end result. One man might be better for sub-structure, another for the follow-up and finish.

An especially noteworthy point was made. If, at the beginning of each project, the architect and his superintendent would have a conference with the contractor and his superintendent the completed work could be greatly expedited. This conference should cover the qualifications of sub-contractors involved, construction of the schedule, the schedule qualifications, shop drawing routines

and the idea of split retainage. Three ideas were discussed first, a 10 percent retention until project is 50 percent complete, then a 5 percent retention until project is 75 percent complete, then no retention; and third 10 percent retention for 100 percent of the project with a reservation that

he contractor could make application at the 90 percent complete stage for no retention. Interest centered around the third idea as providing the contractor with more incentive to do better quality work.

Comments by panelists and chapter members at large indicated a trend toward the following conclusions:

1. Because mechanical work at present represents 30 to 35 percent of the contract, architects should retain consultant engineers for design and also equally competent superiors in the field. The contractor must send into the field apprentices who are as skilled in mechanical work as they are in general building trades.

2. Due to stiff competition in the construction industry, unqualified sub-contractors are being used. Stronger emphasis by the architect on strict adherence to plans and specifications would ultimately eliminate in favor of the contractor.

3. A pre-project conference between involved parties could avert many problems that arise in the field.

4. Licensing companies should be forced to be more discriminating in the selection of contractors with whom they write permits and performance bonds.

Sherman Marchae

M. LLOYD SHERMAN & Associates, architects and engineers, have moved their office from 100 N. E. 10th Street, Miami, to larger quarters at 100 N. E. 10th Street.

The office telephone number (PLaza 4-9597) will remain the same.

Other address changes are:

In St. Petersburg, the firm of NORMAN M. LLOYD & ASSOCIATES established their main office at 10 Beach Drive North, St. Petersburg. Former main office of the firm was at 213 Myrtle Avenue, Clearwater, which will be rearranged as a branch. The new arrangement became effective the first of this year.

In Sarasota, J. W. HART and KATHLEEN B. WATSON, interior decorators, announced the new firm of J. W. HART & KATHLEEN B. WATSON, Architects, with office at 42 Michigan Square, Sarasota. Their phone is RINGling 6-4.

FEBRUARY 1955

Memo To: Your Specs Writer Subject: Care of Fine Doors

Fine hardwood doors are quality-crafted like fine furniture. But too often their careless handling on the job results in damage or neglect that shortens their useful life, lessens the trouble-free performance for which they were designed. Here are four ways to avoid damage and insure performance.

1. Specify that all doors shall be edge-sealed or prime coated by supplier prior to delivery at job.
2. Schedule job delivery after plastering has dried. Require doors to be stored flat in dry, ventilated area and protected with covering blanket of plastic vapor-barrier or equivalent.
3. Require all doors to be two-coat edge-sealed after fitting, but before hanging. Cover this by clause in both carpenter's and painter's specs.
4. Have job supervisor check on all points in sequence. Use small mirror to check proper sealing on vital top and bottom edges of all hung doors. Lack of such sealing is most frequent cause of moisture penetration resulting in warping, sticking, eventual damage from rot.

IPIK DOORS...

IPIK Solid Core Flush Doors are of proven quality, unexcelled and guaranteed against delamination and peeling. Made with a 5-ply construction and a solid core of low density, quartered hardwood staves, they can be specified up to a four foot width, an eight-foot height and a two-inch thickness. You can also specify them in any species of hardwood veneers and in addition call for special cutting of face veneers to achieve the exact design effect you seek.



A. H. RAMSEY AND SONS, INC.

21 N. W. 11th TERRACE MIAMI FRANKlin 3-081

See us in Florida's and Miami's largest warehouse at Broward Coliseum or

SPECIFY...



DOORS OF GENUINE

Dutch Cedar

For the client who demands the best

Take, for example, the handsome window door illustrated here. Its warm, honey-brown coloring and distinctive grain pattern add up to client satisfaction. Its louver construction combines striking design with practical ventilation. Your dealer has size and price information.

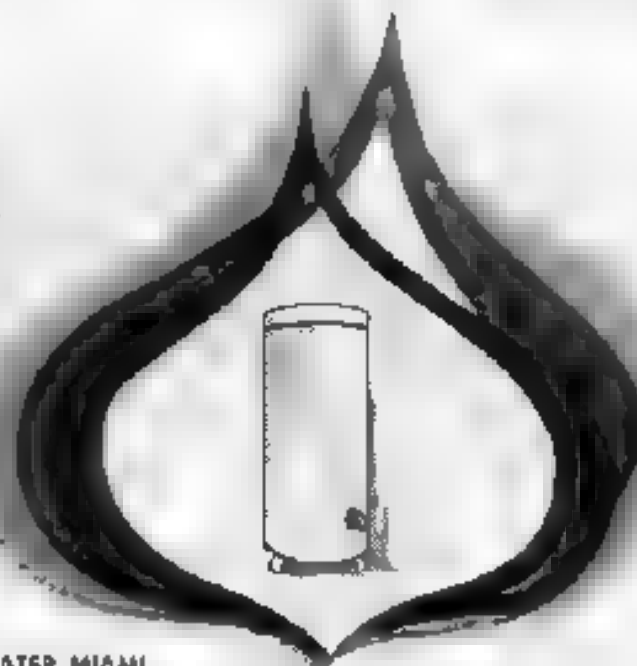
SPECIAL SIZES

Your Dutch Cedar dealer can supply you with interior or exterior doors of any size for any purpose. Prompt delivery, specifications on request.

DISTRIBUTED BY
 HAMILTON PLYWOOD OF MIAMI INC
 972 14th Ave. Deland FL 32724
 HAMILTON PLYWOOD OF ST. PETERSBURG, INC.
 7180 22nd Ave. SE ST. PETERSBURG FL 33707
 HAMILTON PLYWOOD OF ST. AUGUSTINE INC.
 1407 S.W. 11 Ave. FT. LAUDERDALE Jackson 3-3013



gas...
HEATS WATER
FASTER...
COSTS LESS
TOO!



THE GAS INSTITUTE OF GREATER MIAMI

THE FLORIDA ARCHITECT

1957 FAA Board Holds First Meeting

An R. v. s. Inf. on the Nat. Adv. of Jacksonville. Prade and B. B. King was where President J. v. S. King was brought the meeting to order after luncheon on Saturday afternoon, January 12. The Board's guest was LARRY SARRA, Chairman of the Governor Committee of Schoolhouse Construction who asked for architects like a national establishing standards of adequacy for both school facilities and construction. As one result of this, SARRA was appointed as coordinating chairman of a committee to provide Mr. SARRA with information requested.

The Treasury report presented by Secretary SAM Kneiss to the members of the State Board of Auditors at a meeting of Morning T. Brown, Jr., indicated that several Chaplains were not current with dues. They are requested to forward this check to the P.A.A. Treasury immediately.

Among other reports, that of SENATOR W. GEORGE A. on Education and Registration indicated that the new building for the College of Architecture and Fine Arts at the University of Florida now enjoys a high priority. News for it is well known by legislators and an appropriation for its construction is expected during this legislative session.

in support of a legislative committee. It was then JAMES K. Frawley, chairman of a decision by the Board, that the FAA Executive Secretary be named as a resident representative for the FAA during the 60-day session of the legislature — assisted by BENJAMIN F. Frawley, FAA legal counsel.

President of Northern Maine. In following committee chairman — with all committee members to be named in the near future: Legislative JAMES K. PROCTOR, Education and Institutions, SANDFORD W. GORE FAIR, Joint Cooperative Committee JOHN SEXTON, Hospitality, edna (201) 511-4100 Membership, ROLAND W. SELLER, Professional Practice, MILLIE C. CRENSHAW, MA, Budget, EDWIN T. RICHES, Publications. J. S. S. is a Maine, antitrust, divorce, W. is a B. HANFORD, Planning and Zoning, WILLIAM T. AUSTIN, Relations, ARTHUR LEE CANNON, and Loan Fund Bd. of Trustees, JOHN L. R. GRANT.

FEBRUARY 95

V
MARKWA

Versatile
MARBLE
FOR
WALLS

ARCHITECTS appreciate the distinctive decorative effects obtainable with MARKWA This Marble Tile offering new scope in designing interiors as well as exteriors.

BUILDERS applaud the easy installation of MARKWA with its uniform sizes and comparatively light weight—only half the thickness of conventional marble slabs.

OWNERS enjoy the luxury look and economical maintenance of MARKWA naturally sanitary, distinctively elegant, the ultimate in beauty.

MARKWA is available in 19 beautifully colored and patterned marbles: stocks maintained in our Miami warehouse.

DISTRICT OFFICE

interstate

MARBLE & TILE COMPANY
6900 N. MIAMI AVE. MIAMI, FLORIDA
Phone 8-6374 PLaza 3-2571

7225 N. W. 7th Ave.
Miami FL 4-3439

**GROVER
PNEUMATIC TUBE
SYSTEMS**

**AUTOMATIC or
CONVENTIONAL**

Complete Planning,
Engineering & Installation
Throughout Florida

**Associated
Elevator & Supply
Company**

JEROME W. SMITH
MILWAUKEE, WISCONSIN

News & Notes

Florida South

The traditional Inauguration Ball featuring installations of newly-elected officers was held this year at the La Grange Country Club, Miami Beach on Sunday evening, January 19. Though somewhat smaller in number than last year's Victory party, Chairman JAMES THORN counted the affair a success.

1908 B. POKHITZKY FAJA, acted as emcee for installation of the Chapter's new officers, and President WALTER S. JONES presided over the ceremony.

Confidential Observer Panel.)

REMYT SWANBURG took the other mention. Chapter hostesses cited for public denouement were Mrs. LUCY B. FAY, MRS. E. H. JONES, MRS. J. H. JONES,

Among guests of honor were IFAA President Frank S. Young, Jr., Mrs. Worthing; AOC President Frank J. Ramsey and Mrs. Ramsey; and Motion Picture Council President Nicholas Nounis and Mrs. Nounis.

Palm Beach

... of the Palm Beach Chapter Board of Directors indicate that the 1996-1997 season will be the last for the other Florida AIA Chapters. Whereas chapters in the past have averaged 10 to 12 meetings a year, the number of yearly meetings Palm Beach has decided to hold will be six meetings this year—instead of the ten which have been customary for several years past.

overs will be invited to attend at least three of these meetings — at which exemptions of Chapter business at Fairs will presumably be ticked to a minimum.

The next meeting will take place on Saturday, February 23rd. It will be a dinner-and-evening affair and plans call for an outstanding speaker as part of the entertainment. The Board is planning to make each of the five succeeding meetings of the year equally outstanding.

The Palm Beach Board also revised the Chapter's dues structure. Current dues schedules do not include preparation for dinners on scheduled meeting dates as formerly.

Two Palm Beach Chapter members and a Ft. Pierce architect were presented with citations for "Outstanding

For the time, the report highlighted the R. Harrison's as well as the other anti-Fair Coast Chapter, ACC, as one rightist of that group's primary influence. The R. Harrison's, the Fair Coast Chapter, and the ACC were the only ones to be mentioned in the report. The report also mentioned the FAA V.P. John Stetson, the R. Harrison's P. Stettin. The report also mentioned that the report was supported by the ACC membership by individual report holder.

ROONEY, JR. FRANK J. ROONEY
member of the Florida Development Commission
to be elected as a member of the
board of new officers. G. E. MAUER was
chosen Cluster president.

Abstract

As a host, the Institute is sponsoring a program of professional seminars for and those interested in becoming registered architects. The schedule of the seminars covers the following: theory, construction, history, cost estimating, and a section on floor construction and mechanical and electrical equipment. The first three started last fall, will extend through the month. The other two will begin in November and extend to the November 1977.

President Joseph M. Saravali reported that interest has been encouraging, all that some difficulty has been experienced in obtaining cooperation instructions for all chapters. It is too early, he says, to assess the full worth of this Chapter project. But training it will undoubtedly be watched with interest in all Florida Chapters. Tuition costs are small with some coaches being free of any expense except cost in textbooks.

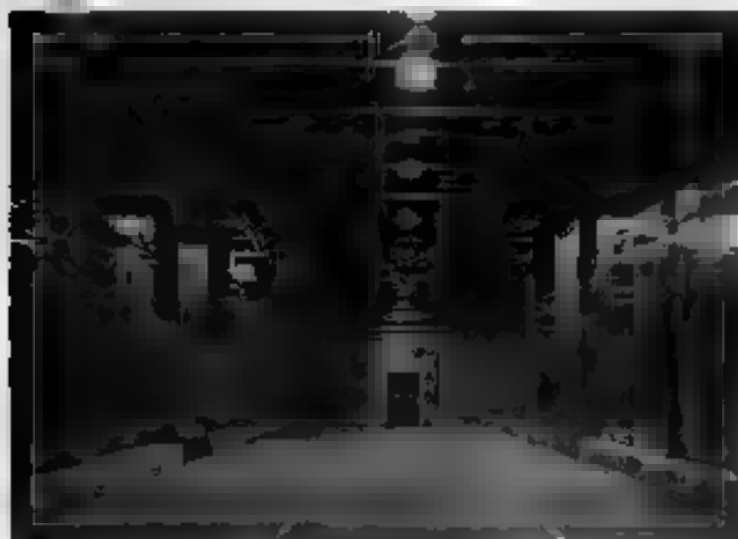
Student Associate Chapter

Don Alexander, fifth-year student of the L.T. College of Architecture and Fine Arts, won first prize from AIA for his design for the Student Union. Alexander's design for the Student Union is a "miniature version of a weekend retreat"—a design to be built by students in the Department of Building Construction.

Other design winners were CLAYTON KILGORE, Jr., second, STAN CAMPBELL third, and CHARLES PATRICK fourth.

THE FLORA OF THE ISLE OF

A Barrier to Heat, Cold, Vapor and Vermin



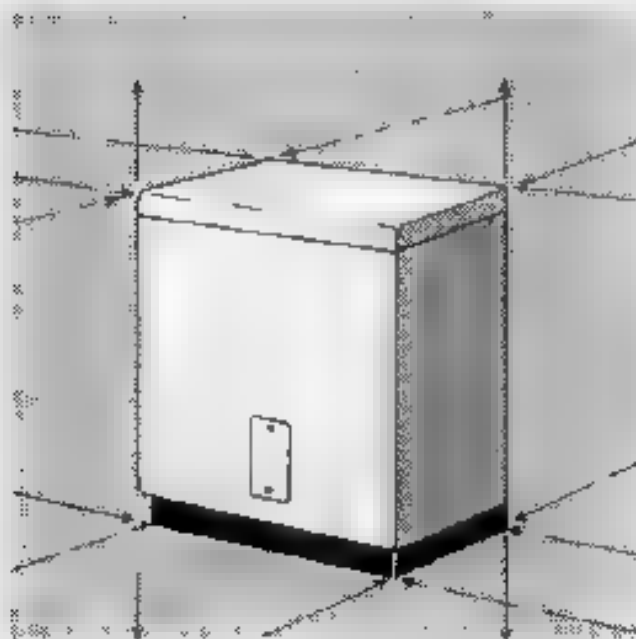
That's ALUMISEAL—the special alloy aluminum sheet metal that reflects up to 97 per cent of radiant heat. The ALUMISEAL system of construction saves both space and dollars, is proven and permanent and can hold inside temperatures down to minus 125° F.

ALUMISEAL can provide the solution to many types of low-temperature insulation problems. When you have the right ALUMISEAL for perforation, ducts, engineering details and installation supervision.

Product line, 10-100 ft. wide, 1/8" to 1/2" thick, is available in the 20-100 sq. ft. integrated area of the new Fluid Flow Warehouse at Aluminum Building, Tampa, near the docks.

Temp. rank in Barren Climates
ALUMISEAL
Patents Applied For

ALUMINUM INSULATING CO., Inc.
5706 W. Flagler St., Miami, Florida



FITS ALMOST ANY SPACE...

AN ELECTRIC WATER HEATER

For flexibility in planning, specify built-in water heaters. They tuck away anywhere—need no special flues or vents. They eliminate heat radiation—designed to heat the water ~~near~~ the house, important for electric water heaters and clean, safe, fast and economical.



FLORIDA POWER & LIGHT COMPANY

News & Notes

‘ငါ့အဖေကလေးက နာမည်က နီ’

Fast and it makes it more at present at two even meeting in answer if it is held parallel was quite happy in the long the permanent program to which was a significant approach of the kind of program approach and sought by the architects. The other was a new one of the architectural field in particular during which the program showed a long article while the Communist movement passed in the case a building and about

This whole action—and particularly in the second instance—must await the suggestion for beyond its great importance. Proposals for tax and payments follow a well-defined pattern which sometimes becomes clumsy. And, on this, it is seen a simple way of not increasing the level of payment policy, unless with a more rapid and straightforward manner. For then, and especially for the last, project it is seen that the ability to do good planning and settle both taxes and expenditures with a minimum and expense will be both efficient and profitable and more to the point.

But in fact, small as he felt, and more than ever a lion and as the hour of a full planned and thought-out speech in public recitation drew near, he was more nervous than he had ever been. He studied his facts, checked them, reasons for opposing a thing less than their own edge and experience. How was sound and adequate on both sides and he summed these facts and reasons not just to the city fathers, but to the approving public of Jacksonville; he people who stood to gain or lose the money.

[illegible]

The Committee Chairman, Rep.

Continued on Page 22

CLERLEY 247



SISTRUNK
WEST INDIES SHUTTERS
Custom Made at 401 N.W. 71st ST., MIAMI

1999 Break
 Future Housing
 5 FT Exhibit
 Phase 415
 AMPA
 Studio 24 31

Carvin Meeting
D. Elmer
1944
Pp. 140, 141, 142

Beckford
East Coast Co
BOCA RATON
Phone 3
IT WOULD BE
Phone 4-0000

Sherrill
Apparatus Co.
147 KENNEDY ST.
PH. 2-1300

4444 W. 24th Building
 & Mapping
 AID. P. 1 2004
 Phone 674

Walter's
Walter's
Walter's
Walter's
Walter's

$\text{E}_{\text{act}} = 114.1 \text{ kJ mol}^{-1}$
 $\Delta G^\ddagger = 124.4 \text{ kJ mol}^{-1}$
 $\text{Ph} \cdot \text{E}_{\text{act}} = 9.4 \text{ kJ mol}^{-1}$

MORE COMFORTABLE HOMES WITH Electrend



- Clean, economical
easy-to-install
- Convenient, quiet
- Thermostat control
in each room
- Requires no floor
space

Now, get clean, even, convenient electric heat at far less money than you ever thought possible. See the revolutionary new electric circulating air heating system—Electrend today.

Electrend

**DISTRIBUTING COMPANY
OF FLORIDA**
3421 Central Expressway
St. Petersburg, Florida

WRITE FOR FREE MANUAL AND 3x5" FOLD-OUT

Stetson Heads Joint Coop. Comm.



John Stetson, Central District Vice-President of the F.A.A. and past-president of the Palm Beach Chapter, A.I.A., was elected Co-Chairman of the Joint Cooperative Committee, F.A.A.-A.G.C.-F.E.S., at its fall meeting last November. Apologies are due Mr. Stetson for an erroneous report at this meeting which named Clinton Gamble as the winner of the Committee's election. Mr. Gamble, who served two terms as the Committee's Co-Chairman is also due apologies for the mistake.

As Others See Us . . .

(Continued from Page 7)

gанизations established to improve communities. Only by constant contact with these agencies can the architect become aware of the total problem of community growth and effect a positive influence on civic design and development.

Secondly, I believe that the architect should develop a consciousness that anything he creates will be viewed not as an isolated structure, but as it is related to its surroundings in the community, and its impact socially and economically on the community.

Thirdly, I believe architects should exert an influence in obtaining for planning agencies more adequate budgets in order that these agencies may better accomplish the work they are established to undertake.

And, lastly, I believe architects should exert an influence upon the architectural schools to provide architectural trainees with something more than a perfunctory course in community planning.

FEBRUARY, 1957

F. GRAHAM WILLIAMS, Chairman

JOHN F. HALLMAN, President

MARK P. J. WILLIAMS, Vice-Pres.

FRANK D. WILLIAMS, Vice-Pres.

JACK E. WELLS, Vice-Pres.

JAMES H. HARRISON, JR., Secy-Treas.

JOSEPH A. COLL, Vice-Pres.



ESTABLISHED 1919

F. GRAHAM WILLIAMS CO.

INCORPORATED

"Beautiful and Permanent Building Materials"

ELGIN 2884
LONG BEACH 470

ATLANTA
GA.

1870 DOULETARD, N. E.
OFFICES AND YARD

FACE BRICK
HANDMADE BRICK
"VITRIFICOTTA" PAVERS
GRANITE
LIMESTONE

ALBERENE STONE
SERPENTINE STONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
CRAB ORCHARD STONE ROOFING

PENNSYLVANIA WILLIAMSTONE
"TOR-CARLA BLUESTONE"
STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
UNGLAZED FACING TILE
HOLLOW TILE

ALUMINUM WINDOWS
ARCHITECTURAL BRONZE
AND ALUMINUM
ARCHITECTURAL TERRA COTTA
BUCKINGHAM AND VERMONT
SLATE FOR ROOFS AND FLOORS
ERIE PORCELAIN ENAMELING

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

LEUDEMAN and TERRY

3709 Harburo Street

Coral Gables, Florida

Telephone No. BE 3-4554
HO 1-5154

SERVING FLORIDA ARCHITECTS & BUILDERS

- REINFORCING STEEL
- BAR JOISTS
- ALUM. & STEEL SASH
- JALOUSIES
- STEEL DOORS & FRAMES
- MISC. IRON AND ALUMINUM
- ORNAMENTAL IRON
- STEEL ROOF DECK
- STEELTEX
- HIGHWAY PRODUCTS
- COMPLETE ENG. & FAB. FACILITIES
- CORRIFORM
- SONOTUBES

**FLORIDA STEEL
PRODUCTS, INC.**

TAMPA 8-0931
ORLANDO 2-4539
JACKSONVILLE 81gln 5-1663

**Thin-set method
is the jet-age
way of setting
Ceramic Tile.
It saves time,
money and
space . . .**

Florida Distributor:

**MIRACLE ADHESIVE
SALES COMPANY**

Phone: JU 2-6646, JU 2-6648
Lulu Worth

Producers' Council Program

The first International Meeting of the Miami Chapter's 1957 season was staged at the Coral Gables Country Club on Tuesday evening, January 22—just in time to squeeze by this month's publication deadline! The affair was sponsored by the Arendia Metal Products Co.—Council member from the sovereign state of California and represented in Miami by **RONNER SANCHEZ**.

The gathering was one of the largest in the Chapter's experience—more than 150 guests, not to speak of a substantial number of Miami Chapter members. The pleasant routine was as in the past—a cocktail hour beginning at 6:30, then a roast-beef dinner. After dinner President **NICHOLAS NORRIS** introduced the sponsors; and **Bob Saffelt** performed the welcoming courtesies. He introduced **Mr. CHARLES B. LeBoon, III**, vice-president and chief engineer of the Arendia organization, who gave a brief, well-presented and interesting talk—outlining the engineering aspects of Arendia's current aluminum door line and tracing the company's past growth.

Mr. LeBoon surprised his audience with at least one statement. In Phoenix, Arizona, and Fresno, California, there exists a mysterious antipathy toward aluminum, he said. It is so strong among building officials, archi-

tects and contractors that neither his company or any aluminum product manufacturer has sold a single aluminum door in those two cities! Reasons for this marketing phenomenon was not revealed.

Report of the December meeting of the Jacksonville Producers' Council arrived too late for publication in the January issue. It was a fun night—the occasion being a testimonial dinner for **E. S. "SCOTTY" BOGGS**, veteran material man and Florida representative for the Truscon Steel Co. since 1923. The affair took place at **Aboud's Steer House** on Route 90, was attended primarily by Chapter membership but included some contractors and architects, all of which had known and worked with "Scotty" for many years.

The nap for which the dinner was staged to honor was retired by his patent company the last of this year. However, he immediately became associated with the Jacksonville office of the Florida Steel Products, distributors for Truscon.

The Jacksonville Chapter staged its annual architects' party in January. The first International Meeting of the year is scheduled for mid-February. It will be a combined affair, sponsored jointly by the Truscon Steel Co. and Ceco Steel Products Corp.

Tench Still Serving As FAA Legal Counsel

Notice in the December issue (page 25) that **BENJAMIN TENCH, JR.**, would not be serving this year as resident representative of the FAA at Tallahassee during legislative sessions apparently furnished the basis for an erroneous conclusion. Careless readers took the notice to mean that Tench had severed his connections entirely with the FAA and was no longer serving the organization as its legal counsel.

This emphatically is not the case. Neither Tench nor the FAA Board of Directors has given indication of any desire to sever the connection, which

has developed during the ten years Tench has been concerned with FAA affairs. On the contrary, growth of the FAA, especially during the last three years, has brought Tench an increasingly close contact with FAA activities, a situation which will undoubtedly continue in view of the FAA's plans for the future.

The Gainesville attorney emphasized recently that his inability to attend legislative sessions at Tallahassee was primarily a result of the growth of his law practice. This and personal family matters have combined to make his absence from Gainesville impractical during the two-month period of the legislative sessions.

THE FLORIDA ARCHITECT

Capstone for Confusion

To at least this humble observer, it appears that Frank Lloyd Wright has handsomely succeeded in putting his architectural foot into his professional mouth. The instance is the recent publication, in *Architectural Forum* of "Illinois"—an office building with 528 floors reaching a full mile in height and planned to accommodate "in spacious comfort" 130,000 people.

The contention is not that the venerable sage of Taliesin's most recent structural dream cannot be built. Mr. Wright has been conspicuously successful in confounding engineers and wheedling fantastic performance from a long line of financial people, contractors and product suppliers. The technicalities of the project can probably be granted—even though tenants of the 528th floor might have to wear safety belts in their office chairs and arrange for a constant supply of a reliable air-sickness remedy as a matter of their office lease.

The point is, *should* it be built? Or, at least, should it be built in Chicago—or in any other city in our land which is already cursed with the modern plagues of increasing population density and mounting traffic complexities?

That is the frightening point that dogs this soaring proposal. To one who has fought traffic along Chicago's Michigan Boulevard—or even the Lake Front Drive—during the rush hour (or, closer to home, has ever crawled along U.S. 1 at any hour!) it is terrifying to imagine 130,000 people pouring at day's end from all four ports of the *Illinois* and rushing to clog every imaginable means of transportation in efforts to get home.

At the unveiling of his project to a group of Chicago business men who helped him celebrate his Day last fall, Mr. Wright characterized his design as being "... socially, just what cities need, inaugurating a new move to centralization that would free men to decentralize their homes." It was a curious

statement from a man who has spent years of effort and reams of printed paper inveighing against centralization and extolling the virtues of a coordinated suburbia with the one-acre homesteads clustered about civic centers and ranged cheek by jowl alongside of decentralized, local industries.

Twenty years ago *Broadacre City* was Mr. Wright's answer to most of our country's growing urban ills. On many occasions since then his remarks about these ills have been pointed, often acid, sometimes downright pugnacious. But they have at least been consistent. In a word, cities were congesting themselves into obsolescence and those urbanites who questioned the practical inevitability of *Broadacre City* were at the best stupid fools, doomed prisoners in love with their choking chains and rotting masonry!

Of course, it is the prerogative of genius, no less than the feminine gender, to change its mind. But with such a sweeping about-face, Mr. Wright poses questions more difficult of solution than even those embodied in his idealized suburbia. A population of 130,000 is a city in itself. Is it socially possible to superimpose the services necessary for such a population on any urban location already struggling under a burden of increasing inadequacy?

It seems quite possible that there are ingenious courageous enough to put up the \$100-million which Mr. Wright says his *Illinois* would cost to build. But let them build this structure as the core of a new city. Let the tremendous new traffic problems be solved from the start. Let the lines run from this supercentralization to the benign scatteration of Mr. Wright's suburbia. Then, we might see a new day for both the working and living environment of our people.

But it must be done in total, we think. And until that is possible, the *Illinois* is a frightening thing to contemplate. In any city we have ever visited its construction would cap confusion with catastrophe.

This Year It's Clearwater---



Already underway are plans for making the FAA's 43rd Annual Convention a magnificent climax to Florida's year-through observance of the AIA's Centennial Anniversary . . . Site is Clearwater, gem of the sun-coast on the beautiful Gulf of Mexico. Headquarters is the Fort Harrison Hotel, with every facility at your command . . . And the dates are November 7, 8 and 9 . . . Plan now to attend — and bring the whole Chapter with you . . . !

43rd ANNUAL FAA CONVENTION

NOVEMBER 7, 8, 9, 1957 — FORT HARRISON HOTEL, CLEARWATER
